WHAT IS CLAIMED IS:

1. An optical device comprising:

an optical member;

memory means for storing preset velocity information about driving of said optical member;

driving means for driving said optical member;

operation means having an operation member; and

control means for performing drive control of said driving means, wherein said control means performs preset drive control of said driving means on the basis of the preset velocity information stored in said memory means, and said control means changes the preset velocity information in accordance with an operation of said operation member.

2. A device according to claim 1, wherein said control means sets a change amount of the preset velocity information in accordance with an operation amount of said operation member of said operation means.

3. A device according to claim 1, wherein said control means sets a change amount of the preset velocity information in accordance with an operation amount of said operation member of said operation means and a driving velocity of said optical member in operating said operation member.

4. A device according to claim 1, wherein every time said operation member of said operation means is operated, said control means sets a change amount of the preset velocity information in accordance with a driving velocity of optical adjustment means in the operation regardless of an operation amount.

5. A device according to claim 1, wherein

said memory means stores preset direction information,

said driving means drives said optical member in two directions (backward and forward directions, right and left directions, or up and down directions),

said operation member of said operation means has two operation directions corresponding to the two driving directions of said optical member,

said control means performs the preset drive control of said driving means to drive said optical member on the basis of the preset velocity information and the preset direction information, and

said control means changes the preset velocity information to a high-velocity side when said operation member is operated in one of the two operation directions, and to a low-velocity side when said operation member is operated in the other direction.

6. A device according to claim 1, wherein

said memory means stores preset direction information,

said driving means drives said optical member in two directions (backward and forward directions, right and left directions, or up and down directions),

said operation member of said operation means has two operation directions corresponding to the two driving directions of said optical member,

said control means performs the preset drive control of said driving means to drive said optical member on the basis of the preset velocity information and the preset direction information, and

said control means changes the preset velocity information to a high-velocity side when said operation member is operated in a direction of the two operation directions that corresponds to a current driving direction of said optical member, and to a low-velocity side when said operation member is operated in a direction of the two operation directions that corresponds to a direction opposite to the current driving direction of said optical member.

7. A device according to claim 1, wherein

said memory means stores preset position information,

said driving means drives said optical member in two directions (backward and forward directions, right and left directions, or up and down directions),

said operation member of said operation means has two operation directions corresponding to the two driving directions of said optical member,

said control means performs the preset drive control of said driving means to drive said optical member on the basis of the preset velocity information and the preset position information, and

said control means changes the preset velocity information to a high-velocity side when said operation member is operated in one of the two operation directions, and to a low-velocity side when said operation member is operated in the other one of the two operation directions.

8. A device according to claim 1, wherein

said memory means stores preset position information,

said driving means drives said optical member in two directions (backward and forward directions, right and left directions, or up and down directions),

said operation member of said operation means has two operation directions corresponding to the two driving directions of said optical member,

said control means performs the preset drive control of said driving means to drive said optical member on the basis of the preset velocity information and the preset position information, and

said control means changes the preset velocity information to a high-velocity side when said operation member is operated in a direction of the two operation directions that corresponds to a current driving direction of said optical member, and to a low-velocity side when said operation member is operated in a direction of the two operation directions that corresponds to a direction opposite to the current driving direction of said optical member.

9. A device according to claim 1, wherein said control means stores and holds, in said memory means, preset velocity information at an end of the preset drive control, and sets the preset velocity information as preset velocity information at a start of next preset drive control.

10. A device according to claim 1, wherein said memory means stores preset direction information,

said control means performs the preset drive control of said driving means to drive said optical

member on the basis of the preset velocity information and the preset direction information, and

said control means stores and holds, in said memory means, preset velocity information and preset direction information at an end of the preset drive control, and sets the preset velocity information and the preset direction information as preset velocity information and preset direction information at a start of next preset drive control.

11. A device according to claim 1, wherein

said memory means stores preset position information,

said control means performs the preset drive control of said driving means to drive said optical member on the basis of the preset velocity information and the preset position information, and

said control means stores and holds, in said memory means, preset velocity information and preset position information at an end of the preset drive control, and sets the preset velocity information and the preset position information as preset velocity information and preset position information at a start of next preset drive control.

12. A device according to claim 1, wherein said optical member includes a zoom lens optical system for adjusting a magnification.

13. A device according to claim 1, wherein

said operation means generates command information for driving said optical member in accordance with the operation of said operation member, and

when said control means does not perform the preset drive control, said control means performs drive control of said driving means to drive said optical member on the basis of the command information from said operation means.

14. A device according to claim 1, wherein

said optical device further comprises storage designation operation means operated to store the preset velocity information in said memory means,

said operation means generates command information for driving said optical member in accordance with the operation of said operation member, and

in accordance with an operation of said storage designation operation means when said control means does not perform the preset drive control and performs drive control of said driving means to drive said optical member on the basis of the command information from said operation means, said control means stores a

driving velocity of said optical member in the operation as preset velocity information in said memory means.

15. A device according to claim 14, wherein said optical device further comprises preset driving start operation means operated to generate preset drive control start command information, and said control means starts the preset drive control of said driving means on the basis of the preset velocity information stored in said memory means in accordance with an operation of said preset driving start operation means.

16. An optical device driving unit mounted on or connected to an optical device main body having an optical member, comprising:

an optical member;

memory means for storing preset velocity information about driving of said optical member;

driving means for driving said optical member;

operation means having an operation member; and

control means for performing drive control of said driving means, wherein said control means performs preset drive control of said driving means on the basis of the preset velocity information stored in said memory means, and said control means changes the preset

velocity information in accordance with an operation of said operation member.

17. A camera system having a camera on which an optical device is mounted, comprising:

an optical member;

memory means for storing preset velocity information about driving of said optical member;

driving means for driving said optical member;

operation means having an operation member; and

control means for performing drive control of said driving means, wherein said control means performs preset drive control of said driving means on the basis of the preset velocity information stored in said memory means, and said control means changes the preset velocity information in accordance with an operation of said operation member.

18. An optical device comprising:

an optical member;

memory means for storing preset direction designation information representing a target driving direction or target driving position of said optical member;

driving means for driving said optical member;

operation means having an operation member; and

control means for performing drive control of said driving means, wherein said control means performs preset drive control of said driving means on the basis of the preset direction designation information stored in said memory means, and said control means changes the preset direction designation information and a driving direction of said optical member in accordance with an operation of said operation member.

19. A device according to claim 18, wherein

said memory means further stores preset driving velocity information, and

said control means performs the preset drive control of said driving means on the basis of the preset direction designation information and the preset driving velocity information that are stored in said memory means.

20. A device according to claim 18, wherein

said driving means drives said optical member in two directions,

said operation member of said operation means has two operation directions corresponding to the two driving directions of said optical member, and

said control means changes the preset direction designation information when said operation member is operated in a direction of the two operation directions

that corresponds to a current driving direction of said optical member.

21. A device according to claim 18, wherein said operation means generates command information for driving said optical member in accordance with the operation of said operation member, and

when said control means does not perform the preset drive control, said control means performs drive control of said driving means to drive said optical member on the basis of the command information from said operation means.

22. A device according to claim 18, wherein said operation means generates command information including at least driving direction information of said optical member in accordance with the operation of said operation member, and

when said control means performs the preset drive control, said control means changes the preset direction designation information on the basis of the driving direction information of the command information from said operation means.

23. An optical device comprising:

an optical member;

memory means for storing preset direction designation information representing a target driving direction or target driving position of said optical member;

driving means for driving said optical member;

control means for performing drive control of said driving means; and

preset driving start operation means operated to start preset drive control,

wherein said control means performs (starts) preset drive control of said driving means on the basis of the preset direction designation information stored in said memory means in accordance with an operation of said preset driving start operation means, and said control means changes the preset direction designation information and a driving direction of said optical member in accordance with the operation of said preset driving start operation means during the preset drive control.

24. A device according to claim 23, wherein said optical device further comprises driving command operation means for generating command information for driving said optical member in accordance with an operation of an operation member, and

said control means starts the preset drive control in accordance with the operation of said preset driving start operation means, changes and sets the preset direction designation information in accordance with the operation of said preset driving start operation means during the preset drive control, and ends the preset drive control in accordance with an operation of said driving command operation means during the preset drive control.

25. A device according to claim 18, wherein said control means stores and holds preset direction designation information at an end of the preset drive control, and sets the preset direction designation information as preset direction designation information at a start of next preset drive control.

26. A device according to claim 23, wherein said control means stores and holds preset direction designation information at an end of the preset drive control, and sets the preset direction designation information as preset direction designation information at a start of next preset drive control.

27. A device according to claim 19, wherein said control means stores and holds preset direction designation information and preset velocity information

at an end of the preset drive control, and sets the preset direction designation information and the preset velocity information as preset direction designation information and preset velocity information at a start of next preset drive control.

28. A device according to claim 21, wherein

said optical device further comprises storage command operation means operated to store the preset direction designation information in said memory means, and

in accordance with an operation of said storage command operation means when drive control of said driving means for driving said optical member is performed on the basis of the command information from said operation means, said control means stores preset direction designation information corresponding to a driving direction or driving position in the operation.

29. A device according to claim 28, wherein

said memory means further stores preset driving velocity information, and

in accordance with the operation of said storage command operation means when drive control of said driving means for driving said optical member is performed on the basis of the command information from said operation means, said control means stores preset

direction designation information corresponding to a driving direction or driving position and preset velocity information corresponding to a driving velocity in the operation.

30. A device according to claim 18, further comprising indication means for indicating a driving direction of optical adjustment means that corresponds to the preset direction designation information.

31. A device according to claim 23, further comprising indication means for indicating a driving direction of optical adjustment means that corresponds to the preset direction designation information.

32. A device according to claim 19, further comprising indication means for indicating a driving velocity of optical adjustment means that corresponds to the preset velocity information.

33. A device according to claim 18, wherein said optical member includes a zoom lens optical system for adjusting a magnification.

34. A camera system having a camera on which an optical device is mounted, comprising:

an optical member;

memory means for storing preset direction designation information representing a target driving direction or target driving position of said optical member;

driving means for driving said optical member;

operation means having an operation member; and

control means for performing drive control of said driving means, wherein said control means performs preset drive control of said driving means on the basis of the preset direction designation information stored in said memory means, and said control means changes the preset direction designation information and a driving direction of said optical member in accordance with an operation of said operation member.

35. A camera system having a camera on which an optical device is mounted, comprising:

an optical member;

memory means for storing preset direction designation information representing a target driving direction or target driving position of said optical member;

driving means for driving said optical member;

control means for performing drive control of said driving means; and

preset driving start operation means operated to start preset drive control,

wherein said control means performs (starts) preset drive control of said driving means on the basis of the preset direction designation information stored in said memory means in accordance with an operation of said preset driving start operation means, and

said control means changes the preset direction designation information and a driving direction of said optical member in accordance with the operation of said preset driving start operation means during the preset drive control.

36. An optical device comprising:

an optical member;

memory means for storing preset driving information about driving of said optical member;

driving means for driving said optical member;

operation means having an operation member; and

control means for performing drive control of said driving means, wherein said control means changes the preset driving information in accordance with an operation of said operation means.

37. A device according to claim 36, wherein the preset driving information stored in said memory means includes information representing any one of a driving direction, driving velocity, and driving position of said optical member.